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## **Chris Price Named Chief Strategy Officer, Tradeshow Logic**



ATLANTA—April 20, 2015— Tradeshow Logic, an event solutions firm that helps associations and show organizers elevate the success of their events, has hired industry veteran Chris Price as chief strategy officer. In this role, Chris will lead TL’s team of event strategists in developing and implementing new ways to grow shows and energize events.

Chris will work closely with the rest of the TL event strategy team: Robbi Lycett, Charlie Robinson, B.J. Enright, Bobby Bergeron and Butch Bartlett. Tradeshow Logic’s new and existing customers will benefit from Chris’ proven attendee and exhibitor acquisition strategies, as well as his innovations that improve the overall show experience for attendees and exhibitors alike. “Under Chris’ direction, shows grow faster and smarter,” says B. J. Enright, president of Tradeshow Logic.

Chris, who was most recently vice president at GASC/NPES where he oversaw Graph Expo and PRINT, has grown shows throughout his career—even during periods of industry consolidation. He is an expert communicator, marketer and collaborator. His long list of successes includes co-location strategies, segment marketing, strategic alliances and building attendance by creating content assets.

GASC/NPES has hired Tradeshow Logic so it can continue to take advantage of Chris' innovative strategy and execution—and so he can continue to steer multiple in-progress initiatives.

Chris, who loves challenges, is excited to apply his insight and ideas to elevate the success and status of the growing list of events and associations who rely on Tradeshow Logic for strategic consultation and event management services. “The Tradeshow Logic culture is brilliant—over-delivering for clients is something that’s easy to get behind,” he says.

Chris' 30-plus year career has also included tenures producing shows at Printing Association of Florida and Southex Exhibitions, Inc./DMG World Media. In 2014 he received the Marketing Genius Grand Award and Master of Co-Location Grand Award from Trade Show Executive magazine.

**Tradeshow Logic**, a full service event solutions firm, increases the value of events, tradeshows and conferences for organizers, exhibitors and attendees. TL industry veterans and skilled team members deliver ideas, strategies, people, technology and partnerships that improve efficiency, enhance experience and increase revenue. Services include event consulting, exhibit and sponsorship sales, meeting and event management, global general contracting, and event technologies. Learn more at [www.tradeshowlogic.com](http://www.tradeshowlogic.com).

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